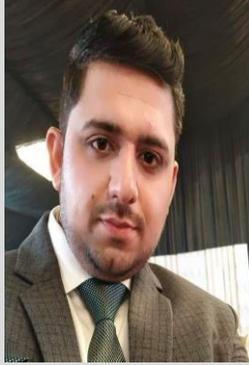


AFTAB AHMAD RANA



Resume Highlights:

- ✓ B.COM
- ✓ M.B.A (Marketing)
- ✓ CONFIDENT & CREATIVE
- ✓ Team Player, Self Driven, Motivated
- ✓ Target Oriented.
- ✓ Excellent Communication and negotiation skills

Personal Information:

Address: House No. 187 Line No.9 Pak Avenue Housing Scheme Sahiwal

Nationality: Pakistani

Domicile: Sahiwal (Punjab)

N.I.C no. 36502-5425866-7

Contact No: 0336-7070569

0322-7070569

E-Mail: aftab.rana1988@gmail.com

PROFESSIONAL SUMMARY

Experienced with territory management and market expansion strategies, ensuring consistent growth and client retention. Utilizes strong analytical skills and market insights to develop effective sales plans. Track record of building robust client relationships and leading teams to exceed performance goals.

EDUCATION

MATRICULATION	B.I.S.E Multan (2004)
I.C.S	B.I.S.E Multan (2006)
B. Com	B.Z.U Multan (2008)
M.B.A (Marketing)	Virtual University of Pakistan (2012)

Experience

Territory Manager (Modern Trade Lahore) Nov.2024 to Aug. 2025

Ana & Batla Industries Lahore

- Manage a portfolio of key accounts, focusing on building and strengthening relationships.
- Act as the primary point of contact for clients, proactively communicating and addressing their needs.
- Develop and nurture strong relationships with key decision-makers within client organizations.
- Track key account performance, identify trends, and implement strategies to improve results.
- Collaborate with internal teams to ensure smooth execution of projects and meet client expectations.

Field Sales Manager (Modern Trade Lahore) Aug2022 to Oct 2024

Bata Shoes Pakistan Pvt Ltd.

- As the Field Sales Manager at Bata Shoes in Lahore, Pakistan, since 2022, my role is embracing challenges and driving the results
- Every day, I am fortunate to lead a dedicated sales team, working together to bring the comfort and style of Bata Shoes to our valued customers.
- Guiding my team towards success, I ensure that sales targets are not just met, but exceeded.

Territory Sales Officer Feb 2018 to July 2022

Reckitt Benckiser Pakistan

- During my time as a Territory Sales Officer at Reckitt Benckiser Pakistan from 2018 to 2022, I was entrusted with the responsibility of driving sales growth and brand presence within my designated region.
- I thrived in this dynamic role, as it allowed me to combine my passion for consumer goods with my strategic thinking skills.

Pre- Seller Feb 2017 to Jan 2018

Raiz Bottlers Pvt Ltd (Pepsi Cola Beverage Industry

- During my time as a Pre-Seller at Raiz Bottlers (Pvt) Ltd from 2017 to 2018, I was privileged to be part of a dynamic team that played a crucial role in establishing strong connections with our clients.
- My responsibilities included introducing our diverse range of products to potential customers, effectively conveying their unique features and benefits.
- I engaged with clients in a personalized manner, understanding their specific needs and preferences to tailor our offerings accordingly.

Sales Coordinator Jun2012 to July2014

Primer Technology Dammam Saudi Arabia

- During my tenure as an Assistant Admin & Sales Coordinator at Primer Technology in Dammam, Saudi Arabia, from 2012 to 2014, I had the privilege of playing a pivotal role in the smooth functioning of the company.
- This multifaceted position allowed me to dive into various aspects of administrative tasks and sales support, contributing to the overall growth of the organization.

Internship after MBA Aug2011 to Oct2011

Shamim & Company (Pvt.) Ltd (Pepsi-Cola bottler and distributor in Multan)

- After my MBA, I had the incredible opportunity to embark on a transformative journey as an intern at Pepsi Cola Beverage Industry from August2011 to October2011
- This experience marked a pivotal moment in my career, allowing me to immerse myself in the dynamic world of the beverage industry and gain invaluable insights into the corporate landscape.

COMPUTER SKILLS

Proficient in computer software's such as

- ✓ Microsoft Office Package
- ✓ Windows & Web browsing.

LANGUAGE SKILLS

- ✓ Urdu
- ✓ English
- ✓ Punjabi

Reference

- ✓ Personal and Academic reference available
- ✓ Will be furnished on demand